

TABLE OF CONTENTS

Preface	1
Chapter 1: What is Semiotics? What is Applied Semiotics?	9
Chapter 2: Recent Trends in Second Language Pedagogy	23
Chapter 3: Rationale and Premises of an Applied Semiotics	35
Chapter 4: Elements of Semiotics	49
Langue et Parole	52
Signifié et Signifiant	54
Syntagme et Système	57
Denotation and Connotation	61
Chapter 5: Beyond Barthes	67
The Semiotics of Communication	68
Information Theory	70
The Classification of Signs and Signifying Practices	74
The Classification of Codes and Coding Practices	80
The Semantics of Speech and Communication	86
Culture as Communication	92
Chapter 6: Communicative Theories	97
Chapter 7: On Corpora and Models	115
Chapter 8: For a Pedagogy of Polycoded Signs	127
Chapter 9: Graphics and Grammar: the <i>Code de la Route illustré</i> and its Pedagogical Application	139
Chapter 10: Iconicity as Initiation to the Language of Literature	149
Conclusion	165
Figures	169
Glossary	209
Bibliography	215
Index	229